



# International Perspective

A Quarterly Publication of the City of San Antonio  
International Affairs Department

## Show Welcomes Exhibitors, Artisans from 16 Countries

In a four-day showcase of culture and craftsmanship, the **San Antonio Latinamerican Show** will open at the Henry B. Gonzalez Convention Center, **February 6-9, catering to wholesalers and retailers** interested in Latin American gifts, fashion accessories and home accents.

The show, organized by Guadalajara entrepreneur Carlos Maytorena, president of *Tlaqueparte* and the Jalisco Trade Development Board, is being supported by the City of San Antonio International Affairs Department, Free Trade Alliance San Antonio, *Latin Trends*, and other local partners involved in international trade.

The San Antonio Latinamerican Show has its origins in ***Tlaqueparte***, a trade show that began in the city of Guadalajara, Mexico in 1997 to promote the crafts of Mexico and Latin America to international retailers.

The San Antonio show will be an expanded version of the Guadalajara show, attracting exhibitors from Guatemala, El Salvador, Ecuador, Costa Rica, Nicaragua, Puerto Rico, Venezuela, Chile, Brazil, Argentina, Colombia, and others.

**The show will open to the general public on Saturday, February 8 and Sunday, February 9.** Adult admission is \$7.00. For more information, please call SMC Events at 1-800-532-3967, ext. 207



**Latinamerican Show**  
Gift, Design & Accessories

**FEB 6 - 9**  
HENRY B. GONZALEZ  
CONVENTION CENTER

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## Korean Sister City Reinitiates Staff Exchange Program

San Antonio is pleased to welcome Mr. **Hwan Giu Kim**, staff representative from our Sister City of Kwangju, South Korea. Mr. Kim, who recently arrived with his family in January of this year, will office out of the International Affairs Department during his two year tenure in San Antonio. Mr. Kim's presence signals an era of renewed cooperation with the City of Kwangju, which became San Antonio's Sister City in October 1981.

During his assignment in San Antonio, Mr. Kim will represent the interests of Kwangju City and work to promote exchanges in the areas of education, culture and economic development. He will also promote international events held in Kwangju and

gather information on US events and programs.

Mr. Kim is quickly increasing his English abilities and hopes to make contact with local business leaders, educators and cultural organizations over the next few months.

A special thanks to the Korean American Association of San Antonio, which has been instrumental in assisting with the orientation of Mr. Kim and his family.

To reach the Kwangju desk, call (210)207-4212.



Hwan Giu Kim

# WorldQuest 2003 International Trivia Competition

## February 27 - Sunset Station

The World Affairs Council of San Antonio together with the City of San Antonio International Affairs Department, is pleased to present **WorldQuest 2003** on **Thursday, February 27**, 6:00 pm at Sunset Station, 1174 E Commerce St.

For those who enjoy games like trivial pursuit or "Jeopardy," WorldQuest 2003 promises to be a great evening of fun -- you get the opportunity to "showoff" your international knowledge, engage in exciting team competition and maybe even be a prize winner!

### **TO PLAY**

The game consists of six rounds of questions, and is played by teams of up to eight people. Answers are submitted by teams, not individuals,

and the questions are read by an emcee and projected onto a screen.

At the end of the six rounds, the team with the most correct answers and highest score will win first prize. Second and third place prizes will also be awarded, and there will be a silent auction and door prize drawing.

### **COST**

Corporate tables of eight (8) are available for \$250, and individual players are welcome to join for \$20 per person. Individual players will be placed at a "team table" or you can recruit several individual players to make up a "team". Teams can be formed by businesses, corporations, firms, schools, or groups of friends. If you don't have a team,

but would like to play, we will find a team for you!

Heavy hors d'oeuvres and snacks will be served and there will be a cash bar.

### **RESERVE YOUR PLACE**

Be sure to reserve your spot today, as seating is limited. Contact Monica Canales, World Affairs Council of San Antonio at (210) 308-9494, for further information.

*Proceeds from WorldQuest 2003 benefit the World Affairs Council Educational Outreach Scholarships Program and the program series of the International Contemporaries.*

## Guadalajara—San Antonio: Cross Border Transportation Partnership



Recently, an agreement was signed between the Texas Engineering Extension Service (TEEX), a member of the Texas A&M University System, and the Guadalajara company, *Capacitacion y Servicios Profesionales*. Through this collaboration, instructors from both organizations will train commercial truck drivers from the US and Mexico on the

specific driving laws and regulations that pertain to each country.

The North American Free Trade Agreement allows Mexican truck drivers to carry freight across the border, but the regulations and requirements for commercial trucking in Mexico are very different from those in the US.

Through the partnership, which was facilitated by *Casa San Antonio* in Guadalajara, specialized training will be available to drivers from both countries, familiarizing them with the rules and requirements of the road. Not only will this enhance driver safety, but efficiency, as well. Training is expected to begin in early 2003.

The agreement, which is supported by the Secretary of Transportation of Mexico, Free Trade Alliance San Antonio, and the Consulate General of Mexico in San Antonio, sets the groundwork for future training and logistical opportunities in San Antonio related to cross border trucking.

For more information on this program, please contact John Leyendecker of TEEX at (210) 208-9338.

### **CasaSanAntonio.Com**

The City of San Antonio announces the launch of: **www.CasaSanAntonio.com**, a new web site designed to assist businesses on both sides of the border to gain easy access to resources and information about business opportunities, trade shows, product evaluation for importing/exporting, conferences, and general information about services available through *Casa San Antonio*.

The **www.CasaSanAntonio.com** project was sponsored in part by HEB Mexico, which has been a strong supporter of promoting trade between our two countries.

If you'd like to promote your business or event through this interactive website, contact Betsy Erne at (210) 207-8100.

# San Antonio Export Leaders Program: Accepting Applications for 2003 Session



The City of San Antonio International Affairs Department, the International Trade Center, in cooperation with the U.S. Department of Commerce Export Assistance Center and the U.S. Small Business Administration announce the **2003 session of the San Antonio Export Leaders Program (SAELP)**, beginning in April.

Now in its fourth year, this innovative eight-month program offers selected participants the tools, training, consultation, and coaching necessary to be successful in the international market. The program has been developed for existing San An-

tonio business professionals that have a high potential to develop and expand into international markets.

Monthly sessions focus on international business-related topics with guest speakers and access to international leaders in the community. Also included are two trips to Mexico where participants conduct one-on-one meetings with business counterparts.

To register for the 2003 program session, contact Raul Rodriguez at (210) 207-8100.

**Application deadline is March 14.**

**"For eight months they teach you about doing business in Mexico — It is a most phenomenal City service."**

**—Kay Cowles, *Underthings***

## Put the City of San Antonio to Work for You!

### *Casa San Antonio* Business Services in Mexico

*Casa San Antonio*, the City's commercial trade offices in Mexico, serve as a direct link between the San Antonio business community and business counterparts South of the Border. For a nominal cost, the following services are offered by our four offices in Mexico:

#### **COMPANY LISTS & MATCHMAKING**

*Casa San Antonio* can get you in touch with the right contacts through our company list service. Whether you require a list of Mexican chambers of commerce, companies or associations, we can compile it for you. These lists include the name of the company/association, contact person, address and telephone/fax numbers. If you are looking for qualified contacts that are interested in buying your product, *Casa San Antonio* will screen the companies and provide you with a matchmaking list.

Fee: \$35 (due at time of request)  
The number of companies will vary depending upon the product market.

#### **TRADE MISSIONS**

Trade Missions are usually 2-3 day visits to hold business meetings with Mexican companies interested in your product or service. Trade mission services include business match-making, an average of 5 scheduled appointments, communication assistance and use of the *Casa San Antonio* office for business meetings, local telephone calls and fax transmissions. *Casa San Antonio* will tailor a trade mission to suit your schedule.

Fee: \$250 (due before travel; not refundable if cancellation occurs 4 days before travel).

#### **OFFICE RENTAL**

Companies that are doing business in Mexico and would like a temporary office space, can rent that space affordably at *Casa San Antonio*.

Fee: \$35 per day.

#### **TRADE SHOW REPRESENTATION**

*Casa San Antonio* has access to resources that can produce trade

leads for your company. One such resource is participation in a variety of trade shows in Mexico. If you cannot attend one of the shows, but would like to promote your company, *Casa San Antonio* can represent you. The result is a list of potential clients and trade leads.

Fee: \$75 per show. Companies are responsible for sending their promotional material to Mexico.

#### **MAILING SERVICES**

A mail out to Mexico from San Antonio can be expensive through international courier services or lengthy through the regular postal system. Save time and reduce the cost of mailing company brochures, special event invitations or promotional materials, by having the package sent to one of the *Casa* offices for distribution by courier in Mexico.

Fee: \$1.50 per envelope or small package.

For more information on these services, please call (210) 207-8100.

# INTERNATIONAL VISITORS

## **MAYOR OF KAOHSIUNG, TAIWAN**

Mayor Frank Hseih and other officials representing San Antonio's Sister City of Kaohsiung, Taiwan traveled to the Alamo City, January 6 & 7 to meet Mayor Ed Garza and local city officials, while studying the development and maintenance of the River Walk. As Mayor Hseih's visit coincided with the annual draining of the River Walk, his group had the unique opportunity to study the river with and without water. Special thanks to Jim Hu and the Taiwanese Chamber of Commerce of San Antonio and Edward Feng Director of the Taipei Economic and Cultural Office in Houston for coordinating this important visit.

## **SEOUL, KOREA TO FILM RIVER WALK DOCUMENTARY**

A TV Crew and city representatives from Seoul, South Korea was in town January 28-30, to film a documentary on the San Antonio river. The Seoul municipal government is planning to restore a river which runs through its city (which is presently underneath a paved road) and is in San Antonio to study our successful River Walk and conduct interviews with local designers, tourism officials and the public.

## **DELEGATION FROM MOROCCO**

On January 29-31, 2003 a Moroccan Delegation from the Marrakech Region, sponsored by the Center for International Development RTI, visited San Antonio. The delegation included a governor, mayors and government officials who were interested in programs and projects through City departments such as the City Manager's Office, International Affairs Department, Economic Development Department, Neighborhood Action Department, and the Office of External Relations.

## **AMBASSADOR OF SPAIN**

On March 6<sup>9</sup>, 2003 the Ambassador of Spain to the United States, the Honorable Javier Ruperez and his wife Mrs. Rakela Cerovic de Ruprez will be visiting San Antonio to commemorate the 272 anniversary of the arrival of Canary Islanders to San Antonio. Ambassador Ruperez will also inaugurate the Aula Canaria at the University of Texas at San Antonio downtown campus. He is scheduled to speak at St. Mary's University on Friday, March 7<sup>h</sup> on the topic of "Democracy and Terrorism". *The event is free and open to the public.*



THE CITY OF SAN ANTONIO  
INTERNATIONAL AFFAIRS DEPARTMENT

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A QUARTERLY PUBLICATION OF  
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